MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BRM2034 – RESEARCH METHODOLOGY

(All sections / Groups)

7 JULY 2023
9.00 A.M. – 11.00 A.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages with 4 questions only (including cover page).
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of marks for each question is given.
3. Please prepare all your answers in the answer booklet.

Question 1

Purposiveness, testability, objectivity, and parsimony are four hallmarks of scientific research. Illustrate these four hallmarks in detail with relevant research examples.

(25 marks)

[TOTAL 25 MARKS]

Question 2

Recently, entrepreneurship has been given serious devotion due to its importance on economic growth, job creation, sources of innovation and productivity (Urbano and Aparicio, 2015). Thus, developing countries like Malaysia encourage students to be involved in entrepreneurship and consider entrepreneurship as a career choice. It is widely known that in the future, undergraduates will be the important source of nascent entrepreneurship. Part of the government's effort to instill entrepreneurial spirit among university students is to make entrepreneurship subject compulsory to all students regardless of their field of study. Entrepreneurship is important to economic advancement, employment as well as a solution to the excessive number of university graduates and social problems. Therefore, it is important to know the factors that influence students' intentions to launch a new start-up or entrepreneurship effort. There are still limited research on this issue even though entrepreneurship has been viewed as essential to economic development and growth (Fayolle and Linan, 2013; Karimi et al., 2014). In relation to this, there is a call to conduct research to understand the determinants of students to involve in entrepreneurship and also to contribute to the development of understanding in this area. This study can help governmental institutions, agencies, academic, entrepreneurial educators, consultants, and advisors to find the appropriate solutions to foster entrepreneurship in universities and consequently in the society.

Since most literature agreed that entrepreneurial intention can be determined by using Theory of Planned Behavior (TPB), this theory is used as a theoretical framework in this study. Few factors have been identified as predictors of entrepreneurial intention. First, perceived educational support has been recognized as a determinant of entrepreneurial intention. Previous researchers agree that entrepreneurial education is an efficient method to equip the students with necessary knowledge about entrepreneurship (Mumtaz et al., 2012; Turker and Selcuk, 2009). Entrepreneurship education also influences students' career choice (Peterman and Kennedy, 2003). Next, perceived relational support from family and friends has a great influence on individual career choice because they are considered as fund providers and role models. It is found in the literature that the role of friends and role models is prominent in influencing the decisions to become an entrepreneur (Nanda and Sorensen, 2009).

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In addition, perceived structural support such as perceived entrepreneurial assistance from the Malaysian economy, public and private and non-governmental agencies is also important in influencing the entrepreneurial intention. These include financial aid, rules and regulations imposed to the entrepreneurs, and business opportunities (Türker and Selçuk, 2009). The Malaysian government has been very supportive to the development of entrepreneurship by providing support in terms of technical and advisory assistance, marketing, funding schemes, tax incentives and others. Lastly, personal attitude and perceived behavioral control are also found to be important.

This theoretical framework is verified on 351 undergraduate students in few public universities in Malaysia. The results found that personal attitude, perceived behavioral control, and perceived relational support are the predictors to entrepreneurial intention.

Source: adapted from Ambad SNA & Damit DHDA (2016) Determinants of Entrepreneurial Intention among Undergraduate Students in Malaysia, Procedia Economics and Finance 37 (2016) 108 – 114.

You are required to answer the following questions:

a) What is the research problem? (3 marks)

b) Draw a conceptual framework that reflects all the relationships. (7 marks)

c) Construct **FOUR (4)** directional hypotheses. (8 marks)

d) Identify **THREE (3)** variables that may moderate the above relationships. (3 marks)

e) Present **TWO (2)** practical implications. (4 marks)

[TOTAL 25 MARKS]

Question 3

Pro-environmental behavior (PEB) has received considerable attention in business and other social sciences disciplines. However, very few studies have focused upon the PEB in Malaysia's small businesses. A researcher would like to conduct a research to see the significant factors which influence the implementation of PEB among the employees work in Malaysia's small businesses.

Apply your research design knowledge to answer the following questions.

a) What would be the nature of the study - Exploratory, descriptive, correlational, or causal study? Justify. (3 marks)

b) What would be the extent of researcher interference? Justify. (3 marks)

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c) Would it be a field study, lab experiment or field experiment? Justify. (3 marks)

d) Would it be a longitudinal or cross-sectional study? Justify. (3 marks)

e) What would be the unit of analysis? Justify. (3 marks)

f) Show **THREE (3)** types of analysis that can be used to analyze the results. (6 marks)

g) Present **FOUR (4)** possible factors that may influence the PEB implementation. (4 marks)

[TOTAL 25 MARKS]

Question 4

a) Operationalize "pro environmental behavior" at workplace with **TWO (2)** relevant questions, using interval scaling for the answers. (10 marks)

b) Present one example of ordinal scaling to show the ranking of importance. Write with clear instruction. (6 marks)

c) Illustrate the procedure of simple random sampling with a research example. (5 marks)

d) Illustrate **FOUR (4)** advantages of online questionnaire as a data collection method. (4 marks)

[TOTAL 25 MARKS]

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